

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sev K. H. Keil et al. Art Unit : 3623
Serial No. : 10/635,387 Examiner : Anderson, Folashade
Filed : August 6, 2003 Conf. No. : 1201
Title : SYSTEM TO QUANTIFY CONSUMER PREFERENCES

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF JULY 9, 2008

Please amend the above-identified application as follows:

Amendments to the Claims begin at page 2 of this paper.

Remarks begin at page 12 of this paper.